

JOB DESCRIPTION

Job Title	Head of Fundraising & Development
Department	Fundraising & Development
Reports to	Executive Director
Date	September 2023

Job Purpose

The Head of Development and Fundraising will embed a strategic approach to fundraising at Theatre By The Lake, developing and articulating a compelling case for support and using the 25th anniversary of the theatre to accelerate a step-change in the organisation's approach to philanthropy.

Working closely with the Executive and Development Committee, the post-holder will develop and implement a fundraising strategy which enables TBTL to meet its ambitious target of circa 275K, encompassing charitable grants, individual giving, memberships, legacies and corporate sponsorship.

Main Duties

Strategic

- Develop, drive and implement the overall fundraising strategy for TBTL in collaboration with the Executive team and Development Committee
- Work closely with the Head of Marketing and Communications to articulate and communicate a strong and compelling case for support
- Work closely with the Executive to develop relationships with charitable trusts & foundations, identifying new opportunities for funding and leading on application processes
- Devise and implement campaigns to drive individual giving, working closely with the Marketing and Communications and Customer Experience teams to promote messaging and increase donations
- Lead on the development of the Membership scheme, stewarding existing relationships and prospecting for new members
- Develop and promote a compelling legacy proposition at TBTL
- Engage with the SMT and Board regarding future capital projects, devising fundraising strategies campaign in support

- Work with the Community Engagement Manager to identify funding streams for project work

Operational

Trusts and Foundations:

- Research and prioritise Trust & Foundations, matching funders to projects to maximise income potential
- Draft and submit applications within timescales advised by the funders
- Acknowledge receipt of grants and ensure that evaluations are complete and submitted in a timely fashion
- Maintain and up-to-date prospect list

Individual Giving and Membership:

- At all levels of giving, identify and research prospects
- Develop giving opportunities that are appealing to potential donors
- Work closely with the Customer Experience Supervisor (Memberships) and CRM Officer in the use of Spektrix to support donor prospecting and stewardship
- Cultivate relationships with potential donors and facilitate the ask of them, utilising the Development Committee and Executive as required
- Ensure all donor benefits are fulfilled and maintain positive relationships, actively seeking opportunities to increase levels/frequency of giving

Legacies:

- Create a compelling legacy ask and accompanying campaign
- Work with the Marketing and Communications team to develop effective promotional messaging for supporters and stakeholders
- Steward legator relationships

Corporates:

- Identify and build relationships with businesses
- Develop sponsorship and corporate engagement opportunities in order to attract corporate partnerships
- Ensure corporate partnerships are fulfilled

Organisational

- Engage the Executive, Board and Development Committee in fundraising through appropriate updates and lead a strong working partnership with the Development Committee
- Provide secretarial support for the Development Committee, including agreeing and sending papers
- Work with the Executive to embed a companywide culture of advocacy
- Maintain a current knowledge of fundraising trends, issues and opportunities.
- Plan and deliver fundraising events

Financial & Legal

- Work with the Executive Director and Head of Finance on the setting of budgets and targets. Lead on effective management and monitoring of budgets to maximise income and achieve KPIs
- Work closely with the Head of Finance to accurately and timeously report on budgets and reforecast for quarterly management accounts
- Ensure that all fundraising activity is fully compliant with statutory policies and practices within the fundraising sector

Other Duties & Responsibilities

- Undertake any other duties that may be reasonably required in connection with the position, as a member of a small and collaborative organisation
- Act as a representative and advocate of Theatre by the Lake
- Engage with internal communications and stay abreast of organisational updates and developments
- Support of uphold Theatre by the Lake's commitment to inclusivity and sustainability
- Adhere to Theatre by the Lake's Safeguarding Policy including the reporting of any issues of concern in accordance with procedure

DBS Certificate

You are not required to hold a DBS certificate within this role but must be willing to obtain this should Theatre by the Lake consider that this is a reasonable requirement for your role.

Person Specification

A description of the traits, skills and knowledge that the person performing this role should possess.

Essential

- A proven track record of implementing effective fundraising campaigns to deliver against targets
- At least 3 years demonstrable experience of securing major grants, gifts and sponsorship
- Understanding of the philanthropy environment and ability to identify and leverage fundraising opportunities
- Experience of working with patrons and memberships programmes
- Experience of using CRM systems to prospect for support and steward existing relationships
- Financially literate with an understanding of tax and compliance issues affecting fundraising activity

- Persuasive communication skills and experience in successful bid writing
- Experience of working with senior stakeholders and trustees to generate support
- Experience of financial procedures and working with budgets
- Experience of event planning and organisation
- Excellent IT skills
- Proven track-record of managing multiple tasks and working to deadlines.

Desirable

- Knowledge of Cumbrian philanthropic, corporate, and cultural landscape
- Knowledge of and passion for the performing arts
- A member of the Chartered Institute of Fundraising
- A recognised qualification in fundraising
- Experience of fundraising for a major capital campaign
- Working knowledge of Spektrix